



## **GREENSBORO TRANSIT AUTHORITY MEDIA RELEASE**

### **FOR IMMEDIATE USE**

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## ***NEW GTA SOUTHTOWN CONNECTOR ROUTE BRINGS GREATER ACCESS TO RIDERS***

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**GREENSBORO, NC – September 6, 2006** – Greensboro Transit Authority (GTA) announces the start of a new bus connector route serving the southern end of the city of Greensboro. Route 12A, the Southtown Connector offers an extension of the current Route 12 S. Elm-Eugene Street service. The new connector begins on S. Elm-Eugene at JJ Drive near Home Depot and runs from 5:25 am to 6:45 pm Mondays – Fridays and 6:20 am to 6:20 pm on Saturdays. Route 12A offers riders access to the new Wal-mart Supercenter and other stores and restaurants of Elmsley Square Shopping Center. Also on the route, Hemphill Branch Library, Allen Middle School, Holden Crossing Shopping Center and Wet n' Wild water park. The connector also interchanges with Route 2 offering service to Four Seasons Town Center.

"This much-needed new route is the result of a recognized need for continuing public transportation growth in Greensboro" said Libby James, City of Greensboro Public Transportation Manager. "We recognize that public transportation is a major key to continued growth in the city in areas of employment, economic development and more. We are excited that the GTA system continues to evolve to meet the growing needs of our citizens."

To celebrate the arrival of the Southtown Connector, GTA will hold a public information event on Saturday, September 9<sup>th</sup> at the Wal-mart Supercenter on S. Elm-Eugene. From 10 am to 2 pm, transit representatives will be on site with information on GTA and giveaways. GTA will also be joined by local radio station 97.1QMG for a live broadcast from the site.

The Southtown Connector offers the same low fares as all other GTA services - \$1 per trip with free transfers. The GTA routes are all interchangeable with the new HEAT service routes in the area. Route information on 12A and GTA's other routes and connectors are available at [www.greensboro-nc.gov/gta](http://www.greensboro-nc.gov/gta) HEAT route information can be found at [www.rideheat.com](http://www.rideheat.com)

*The Greensboro Department of Transportation (GDOT) seeks to increase public safety and mobility through the effective planning and delivery of transportation services and operation of municipal transit. For more information about GDOT, contact us at (336) 373-GDOT (4368) or visit [www.greensboro-nc.gov/gdot](http://www.greensboro-nc.gov/gdot)*

*The City of Greensboro works in partnership with the community to build an increased quality of life for all residents by fostering an environment where inclusion, diversity, and trust are valued. As the seventh largest employer in Greensboro, the City has a dedicated professional staff of 2700 employees who maintain four core values of honesty, integrity, stewardship, and respect. The City of Greensboro is governed by a council-manager form of government where a mayor and eight council members act as the legislative body. For more information on the City of Greensboro, please visit us online at [www.greensboro-nc.gov](http://www.greensboro-nc.gov)*

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